

Columbia Invested \$194,745 in Automobiles THIS YEAR

Overland Automobiles

Model 75-B—\$ 635 F. O. B. Toledo. Five passenger, 4-cyl.
Model 85 795 F. O. B. Toledo. Five passenger, 4-cyl.
Model 85 925 F. O. B. Toledo. Five passenger, 6-cyl.
Model 88 1325 F. O. B. Toledo. Seven passenger, 6-cyl.

6-cylinder models equipped with famous Continental motors

WILLYS-KNIGHT SILENT KNIGHT MODELS

Five passenger, \$1125 F. O. B. Toledo.
Seven passenger, 1285 F. O. B. Toledo.

Things you will want to know about

THE WILLYS-OVERLAND FACTORY

The Largest Individual Automobile Factory in the World.

Business moved to Toledo from Indianapolis and took over old Pope-Toledo plant 1908.

Floor space occupied in 1908, 419,950 sq. feet.

Present floor space 4,486,680 square feet; equal to 103 acres.

400 cars produced in 1908.

1916 production not less than 200,000 Overland and Willys-Knight cars.

Number of employes in 1908, 250.

Number of employes May 1st, 1916, 17,300.

Largest users of aluminum in the world—more than 18,000,000 pounds used annually.

More than 2,500,000 pounds of tin and lead used each year for soldering.

10,000,000 pounds of brass and copper used annually.

12,000,000 feet of steel tubing used in annual output.

Largest drop forging department in the industry. 15,000 tons steel forged annually. Total steel used, more than 125,000 tons per year.

Giant press, largest yet built, 1,000 tons pressure. Presses 2,000 chassis side rails each day from cold steel.

Factory capacity 1,000 cars per day.

No storage at factory—all cars shipped as produced.

7 3/4 miles of railroad tracks within the plant.

Carefully selected material bought in huge quantities for cash. Enormous output makes possible production methods that give the highest detail of individual perfection at minimum cost.

Consequently, Overland and Willys-Knight cars, of high quality, material and workmanship, are sold at about the COST of ordinary manufacture.

W. C. BOWLING

8th and Cherry

Bowling Lumber Co.

Phone No. 2

Local Garage Records

Columbia has invested more than \$194,745 in automobiles during 1916. This is a big increase over the sales of 1915 and is a good indicator of the prosperity of the city.

W. C. Bowling of the Bowling Lumber Company reports the sale of 23 Overland Model 75 B four-cylinder cars, 3 six-cylinder Overlands, 3 six-cylinder Moon cars, and 2 six-cylinder Velie cars. The total value of these cars is \$17,380.

The John N. Taylor Garage reports the sale of 64 Reo cars, 56 Dodges, 8 Cadillacs, 68 Chevrolets, and 25 used cars so far this year. The total value of these cars is \$122,600, an increase over the sales of last year.

The Old Trails Garage, which is managed by F. H. Hoberecht of Columbia, reports the sale of 8 Maxwells touring cars and 18 Buick Six touring cars for the present year. The value of these cars is \$24,070. This is also an increase over the sales of last year.

Taylor-Estes Lumber Company which has the agency for the Briscoe car reports no sales as they have not received their shipment of cars yet and really opened up the agency.

The E. C. Clinkscales Garage was unable to give the exact figures of their sales.

The Hudson Garage reports the sale of 20 new and used cars, 7 Hudson Super-Sixes, 6 Crows, 2 used Cadillacs, 1 used Regal, 1 used Ford, 1 used

Cole, 1 used Buick, total value \$15,110.

The sales reported show a big increase in car buying in Columbia. People are realizing the possibilities of transportation in motor cars. Columbia is in a good roads district and each year business men are using automobiles more and more in their business. The tendency seems to be to buy first class, standard cars. Columbia motorists realize that it pays to buy a good car in the long run. The record of the past year bears this out.

Motor car dealers throughout the state report a substantial increase in their sales for the year of 1916. Missouri is daily improving its roads, realizing that good roads mean profit to all classes of producers and business men. In a good roads district the automobile is the most satisfactory, reliable, and most used mode of transportation.

The motor car has far surpassed any other medium for vacations, pleasure jaunts, week-end trips, and society affairs. Many owners find it less expensive and more enjoyable to take their vacation touring in motor cars than on trains. Every year the sale of cars increases showing that people are taking advantage of the opportunities that the motor car has to offer. And at the same time the motor car companies are keeping step with the demand for better and cheaper cars. Competition has forced them to put out the finest products possible at the most reasonable prices.

The Proof of the Pudding

64 REOS
 56 DODGES
 68 CHEVROLETS
 8 CADILLACS
 26 USED CARS

- SOLD -

This is the record so far this year
 for John N. Taylor's Garage.

Evidently the cars found favor
 in Columbia.

Ask the People who Bought
 Them.

BUICK

Valve-In-Head Motors

Judged by the insistent and ever growing demand for Buick cars, and by the enthusiastic acclaim with which each year the new models are received, it is more and more apparent that the people look upon Buick motor cars as an actual economic necessity of life.

Buyers everywhere insist upon Buicks. Motorists have learned that there is no other car with a motor like the noiseless, powerful, Valve-in-Head Buick motor. Owners know that no other car has greater durability and serviceability than is built into every part of the Buick. People everywhere admire the unsurpassed beauty in every line of Buick Cars.

Back of the great demand for Buick cars is confidence in the proven correctness of Buick design and the permanence of the great Buick organization.

Old Trails Garage

F. H. Hoberecht

1105 Broadway

Phone 1153